**Business Performance Analysis  
Final Project Outline  
Apple Stock Pitchbook – Group 11**

**Abstract**  
  
This pitch aims to compare the performance of Apple and Samsung in the stock market by analyzing their financial data over a specified period. Using a combination of quantitative analysis and qualitative research, we will examine key financial metrics such as revenue, net income, profit margins, and market share to identify which company offers better value for investors.

The results of this study will provide insights into which company is better positioned to provide returns to investors in the long term.

1. **Introduction - Rose**

Briefly introduce the two companies being compared :  
 Description of the business  
 Description of the industry segment  
 Discuss key trends and challenges facing the industry  
 Highlight key strengths and weaknesses of each company.

Competitive advantage

Growth opportunities.  
 Why is this the best investment Opportunity.

2. **Financial Analysis - Sharath**

Compare the financial performance of Apple and Samsung using key metrics such as revenue growth, net income, profit margins, and cash flow.

Show common size balance sheet and Income statements for Apple and Samsung for 2022, 2021 and 2020.

Identify significant changes in revenue recognition practices affecting financial analysis.

Analyze both Intel and Samsung in terms of :  
 Liquidity: Current ratio, quick ratio, assets and liabilities, Cash Conversion Cycle, Cash flow liquidity Ratio

Leverage: Debt to Equity ratio, Coverage ratios

Profitability : Gross Profit, Net profit, Gross profit Margins, Operating profit margins

Explain Industry specific Metrics for Mobile phone industry including:

Average Selling price

Market Share  
 Churn Rate

Return on Investment

Research and Development Spending

Subscriber Growth

**3. Competitive Landscape - Sharath**

Discuss the competitive landscape in which Apple and Samsung operate, including the strengths and weaknesses of other major players in the industry.

Evaluate how Apple and Samsung compare to their competitors in terms of market share, innovation, and other key factors.

**4. Investment Thesis/ Valuation - Josh**

Make a compelling argument for why investors should consider investing in either Apple or Samsung

Provide an assessment of the risks and opportunities associated with each investment

Provide a recommendation on which investment is better positioned for long-term growth and success

**5. Conclusion - Sharath, Josh and Rose**

Summarize the key findings and recommendations of the pitchbook

Provide final thoughts on the investment potential of Apple and Samsung in the current market environment

**Here is how we have kept our project Derivable Outlines : (Internal)**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| Derivable | Team Member | Description | Expected no. of Slides | Deadlines |
|  |  |  |  |  |
| Introduction | Rose | Explain whatever we will cover in the Pitchbook | 1 | 5th March |
| Story | Rose | Explain the purpose of the pitch and give description of the companies | 5 | 5th March |
| Numbers | Sharath | Have all the ratios and statements ready for pitchbook | 5 | 6th March |
| Ratios | Sharath | Explain why this ratio is important and what is to be noted | 4 | 6th March |
| Evaluation Metrics | Josh | Graphs and references | 6 | 7th March |
| Conclusion | Josh | Evaluation and conclusion slides | 3 | 9th March |
| Slide deck | Sharath and Rose | Keep Slides ready for Video presentation | 15 | 10th March |